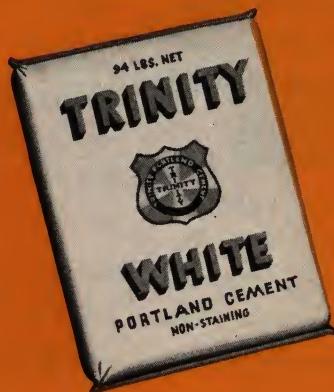


4 h  
GE

# TRINITY WHITE

## Portland Cement

plain or waterproofed



WHITEST IN THE BAG . . . WHITEST IN THE MIX . . . WHITEST IN THE COMPLETED JOB



WHITEST IN THE BAG . . . WHITEST IN THE MIX . . . WHITEST IN THE COMPLETED JOB

## TRINITY WHITE PORTLAND CEMENT

PLAIN OR WATERPROOFED

GENERAL PORTLAND CEMENT COMPANY

111 W. Monroe St., Chicago 3 • 305 Morgan St., Tampa 2 • Volunteer Bldg., Chattanooga

2 • Republic Bank Building., Dallas 1 • 816 W. 5th St., Los Angeles 13

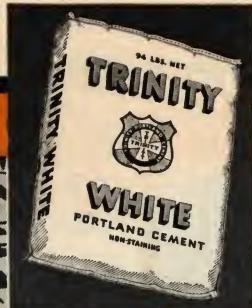
Sold by Material Dealers Everywhere

**GENERAL.** Trinity—the whitest white portland cement—is a true portland cement and conforms to the ASTM and Federal Specifications of portland cement. It is characterized by a neutral whiteness that has exceptional value in a wide variety of uses. This whiteness is valuable in decorative trims and facings, and in architectural masses. Where colored concrete or mortar is specified, the extreme white-

ness of Trinity White gives additional purity to color values.

Trinity White is packed in special 5-ply paper bags to protect it from moisture and insure its delivery in the best possible condition.

Trinity White is also manufactured in waterproofed form by incorporating a non-alkaline stearate base waterproofing agent.



## Architectural Concrete Units

Architectural concrete units have many advantages from the standpoint of appearance, structural design and ease of construction. The use of Trinity White in the manufacture of these units produces a building exterior that is distinctive. The color and texture are an integral part of the unit and thus do not require additional finishing costs. Architectural concrete units are one of the most satisfactory of all building materials. In using architectural concrete units or any form of cast stone, specify the use of Trinity White—the whitest white cement.

## Terrazzo

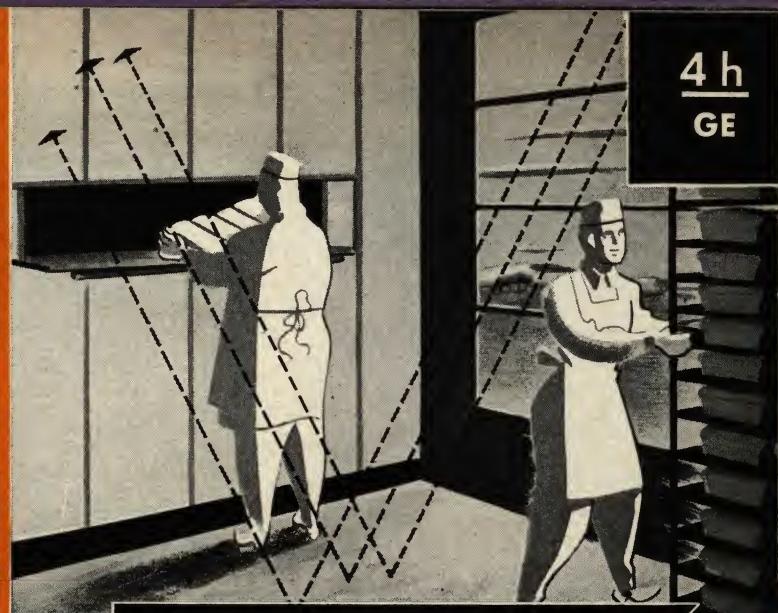
See Trinity White Cement's 8 page, full-color, insert in this edition of Sweet's, 13g/GE

Trinity White Cement is especially adapted to the requirements of terrazzo work. This "whitest white" portland cement combined with fine white marble will produce the "whitest white" terrazzo. And when used with any colored marble, the full color value of the marble is retained. Likewise, Trinity White Cement means a truer color in the matrix whether its color is required to blend with or be in contrast to the color of the marble. Terrazzo floors offer no limitation to decorative treatment. They are economical to maintain.



## Stucco

The whiteness of Trinity White produces a stucco of unusual beauty. Colored stuccoes are likewise improved as to color values since the pigments are not "greyed down" when Trinity is used. The use of factory-prepared stucco is recommended wherever possible. This is especially true of colored stuccoes as the pigments and other ingredients are properly proportioned and mill-ground into the cement, thus producing an evenness that gives a most satisfactory job. Trinity White is used by many of the leading manufacturers of prepared stucco and is available to all.



## Floors

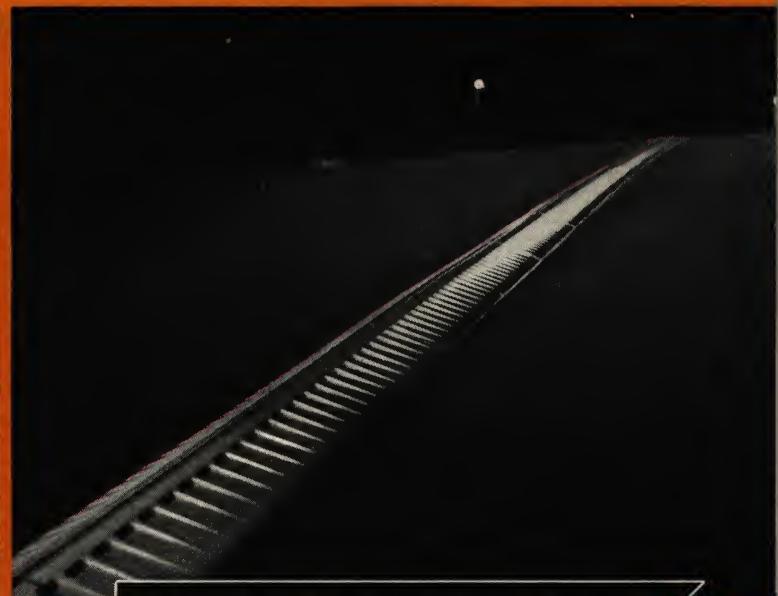
With the growing emphasis on better lighting, white concrete light-reflecting floors are being employed in rooms for many types of occupancy. Depending on the exposure and the uses to which the rooms are put, light-reflecting floors greatly improve the working efficiency within the room, as for example, airplane assembly plant floors. They add to the spotless appearance of food factories and further sales in many types of stores. Improvements in lighting efficiency can often be attained through the use of light-reflecting parapets and roof slabs so arranged to reflect the light through windows in saw-tooth construction.



## Cement Paints

Cement paints have continued through the years to enjoy a growing popularity. They provide a quick, inexpensive and effective method of beautifying and protecting masonry surfaces. They are easily applied; and for many buildings are the most satisfactory as well as the least expensive finish.

As described under terrazzo and stucco, Trinity White, when used as a base in cement paint, gives a whiter white and truer colors. Trinity White is used by many leading cement paint producers.



## Miscellaneous Uses

**Light Reflecting Curbs and Traffic Markers.** Made with Trinity White Cement these traffic aids lessen accident dangers. See illustration above.

**Swimming Pools.** Trinity White gives cleanliness and beauty. Aids vision within the pool.

**Colored Sidewalks.** May be designed for traffic control or pleasing effects.

**Interior Tile Mortar.** Trinity makes dense joints and gives pleasing effect.



The construction methods used on the Prudential building are described in a free booklet which was awarded Honorable Mention in the recent AIA-Producer's Council literature competition. Send for it.

The remarkable whiteness of the architectural concrete units in the Prudential Building, Los Angeles, is achieved by the use of *Trinity White portland cement* and white quartz.

#### CREDITS

**Owner:** The Prudential Insurance Co. of America  
**Architects:** Walter Wurdeman & Weldon Beckett, Los Angeles  
**Structural Engineers:** Murray Erick Associates  
**Mechanical Engineer:** Ralph E. Phillips  
**General Contractor:** Wm. Simpson Construction Co., Los Angeles  
**Architectural Concrete Units Manufacturers:** Wailes-Bageman, Los Angeles, and Otto Buehner & Co., Salt Lake City  
**Masonry Contractor:** Thomas B. Childs, Salt Lake City

*A Product of*  
**GENERAL PORTLAND CEMENT COMPANY**

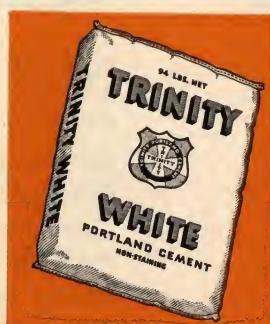
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## TRINITY WHITE

*As white*



*as snow*



## PORTLAND CEMENT

PLAIN OR WATERPROOFED

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